Unit 15 – Website Development

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Learning Aim C – Develop A Website To Meet Client Requirements

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C3 – Website Review

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Learning Objectives

To be able to review a website for a purpose and target audience.

To be able to compare your site to other similar sites.

To be able to identify any legal and ethical constraints and list strengths and improvements to be made.

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Before You Begin

You should have built the website for the example scenario.

If you have not, a completed review website has been provided.

You can use this as a basis for your website review.

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Quality Compared To Other Websites

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Comparing To Other Websites

By now you should have completed the site for the Example Scenario.

You should now review your site against other similar websites.

It is important that you look at ***similar websites*** to your own.

This will give you a good idea of how your site compares to others.

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Why Compare Against Others?

This will help you identify how your site stands out **(compares favourably).**

You might find other sites do things better than you **(compares negatively)**.

You might want to add these features at a later date.

This could be used for future improvements.

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Worked Example – Reading UK Mixed Netball Video

https://www.rdnl.co.uk/over-45s-mixed-leagues

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Comparison Of Our Site Against The Other Site

Our Site Compares Favourably	Our Site Compares Negatively
Menu hover works properly – when the mouse leaves the menu stops highlighting	Does not have drop down menus
Colour scheme is less harsh	Does not have links to google maps
Page elements do not overlap others	Logo is quite small
Do not have to scroll to find playing time information	

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Class Task C3.1 – Quality Compared To Other Websites

- Look at the website you have created.
- Review your website compared to three others
- Record your findings and discuss with the group.
- **Time Allowed: 15 minutes**.

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Suitability For Audience And Purpose

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Suitability For Audience And Purpose

- You will need to find out if the website you have built is suitable for the purpose for which it was intended.
- You will also need to find out if it is suitable for the indended audience.
- You will have
- You will need
- You will need to
- This will require

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Self-Check: Lesson Review

- Can I compare my site to others to compare quality?
- Can I explain suitability for intended audience and purpose?
- Can I explain suitability against the original client requirements?
- Can I identify any legal and ethical considerations?
- Can I identify any strengths and improvements?

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Further Reading

Websites

https://2012books.lardbucket.org/books/successful-writing/s10-01-purpose-audience-tone-and-cont.html

https://fabrikbrands.com/target-audience-definition/

Videos

https://www.youtube.com/watch?v=62Ph-GoT43I

Textbook: pp532

SAMPLE ONLY

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